## 2,000,000 NEW AUTOS NOT OVER-PRODUCTION

This Huge Number of Machines Expected to Just Meet Normal Demand of Purchases for Year 1920

built by American manufacturers in 1920 need not be looked upon as a mad rush into over-production." says C. H. Rockwell, vice president and C. H. Rockwell, vice president and passenger vehicles.

The effect, so far as car usage is concerned, was remarkable. The motoring public accepted the change in

"The fact is that this number may reasonably be looked upon as necessary to fill the normal demand for cars, without necessity for forcing any unnatural

"Factories have been steadily over-sold and dealers have consistently reported a condition existing in which there were from three to eight or ten-calls for each new car delivered to the dealer.

"The condition of the used car mar-ket is the best indication of the uni-versal truth of this statement. Look Motors and Commuters

"The result is plainly seen, In
every large city the housing problem in
the suburbs easily accessible from
the city by good motoring roads is a
serious one. Much of this condition is
serious one. Much of the serious one.
A visit to outlying manufacturing
fictions, have kept prevents in the cars that bring men to the
plants on business calls.

"The development of the new idea
in regard to the use of a car came so
closely unon the curtai'ment of production that the de

**AUTO PROFITS BY** 

**AIRPLANE DEVICES** 

High-Powered Engines for Fliers

Find Their Way Back to

Surface Speeders

EFFECTS ARE RECIPROCAL

The airplane owes its existence to the

automobile, but the latter since the

it as an advanced achievement in engineering and coach building. The sero

The open models are the Tourster, a seven passenger car of extremely graceful line and abundant power; the Roudster, a two-passenger model which ap-

peals strongly to those who appreciate style and speed, and the Sporster, a rakish, four-passenger model. The aero-eight all-season equipages include the Sportsedan, Sportosine, Sportcoupe, Tourosine, Toursedan and Towners.

143 Industries Use Maxwell

great advance of the former also has made material progress through the

designation as indicating that general commercial life, as well as the pursuit of pleasure, was to be ably served by

have not been produced in anywhere near the quantity necessary to take care of the normal demand.

"The result is well emembered, Manual interest suddenly found a new buying force that made the federal over-production a thing of the oduction a thing of the past.
"Large cities found their traffic problems increasing as unlooked-for num-bers of motorcars began a steady use of

the downtown streets. "The change in name from pleasure car to passenger cars had brought with it an inclination to take the manufacturer at his word and try the automobile as a business convenience.

Motors and Commuters

### To What Base Uses

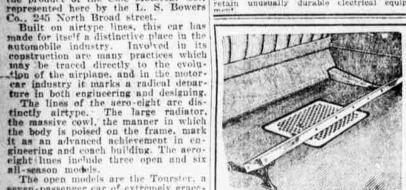
The coal strike and the resultant The coal strike and the resultant shortage of factory power gave old National No. S, winner of the 1912 Indian-apolis 500-mile race, an opportunity to get into the limelight once more. The flywheel of the car was hooked up to an overhead line shaft and the engine contributed its power to lather used for machining parts for the motor of the new National sexter. of the new National sextet.

### Here's a Departure

A bus-body, mounted on a Reo chassis, is exhibited at the show this year by A. G. Fischer, 4947 Fairmount avenue. Mr. Fischer's organization is now specializing in the construction of bus bodies. They have been making carriage and commercial bodies for more than fifty years.

## Lights Defy Road Shocks

development of the engines for heavier-than-air machines. At the auto show may be seen all types of the zero-eight, the product of the Cole Motorcar Co., represented here by the L. S. Bowers Co., 245 North Broad street.



FIRESIDE COMFORT FOR COLD-WEATHER DRIVING

F. C. HOR 'BECK

# ARE SET BY WOMEN

Dealers Put Marked Departures and Glorious Feelin'? in Designs on Market With

### Fear and Trembling

tide of affairs for weman is surely changing and is no less felt in the automobile world, where her whims and fancies have caused the designers of cars no end of concern. From year to year efforts have been made to strike the unusual-something to catch the fancy of the ladies, for they are a factor to be reckened with in automobile salesmanship art, but novelties, particularly in fittings, have always been placed upon the market with no little trepidation since all have despaired of forecasting feminine preference. Of course, the women of Philadelphia and most other large cities are of one mind most other large cities are of one mind as to the closed car. Here there is no argument for the town car and varia-tions of its type are an accepted fact. It is in the trappings that the diversity

of opinion exists.

We still have faint echoes of the fantastic appeal of the designer of novelties, who has argued that miladi's car should have the same attention as her boudoir and must be decorative and gorgeous to the last degree. After the first burst of popularity this was the vert burst of popularity this was then voted to be a matter of opinion, although a v remained adamant as to the wisdon of the course. Even last year there were handsome cars that represented n end of individual attention, and their decoration was almost elaborate, but the smart matron was not interested for long in the spectacular trappings that were heralded so loudly. There was no denying their charm, but the bright-colored tapesty was likely to become

irksome.

The automobile designers are narrow ing the ideas for beauty and comfor. They have not only realized the obviou—that women are becoming much mor practical—but they have kept their fingers on the pulse of feminine appea with most satisfactory results. Ca comfort has become a real need for the busy woman, for it is very often in the motorcar only that she is allowed during the day a few minutes of relaxation while en route to fill another. laxation while on route to fill another engagement. In view of this the de-signers have mude the town car a real

# STYLES OF MOTORS PITY POOR GOLFER WHO HASN'T MOTOR

When You've Missed Last Trolley and Friend Says, "I'll Speed You Home," Ain't It a Grand

By SANDY NIBLICK CAN'T FORECAST WHIMS A GOLFER staggered up the stairs to | yound Pikeaville, an'-" But Bill waited

A whisk of a bath towel and a naked back was all that was the other day. His face was one large back was all that was to be seen of him as he dived for the shower. crescent of gloom turned upside down. He wabbled to his locker and flopped

"Be ready in a second," he chortical. to the bench with a thud. Or when you want to play golf the worst way, but your clubs are home and all your golf clothes, and the train only runs twice a day and not when you can catch it, and it's a two-mile "Boy!" he hollered. "Why the blink, blink don't you open my locker?" Boy showed up finally and consented to open it up. walk after you get to the station and the clubs and bag are so heavy that you know you can't play when you do

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C. K. MacCarter,

FIRST

"Say." chirped the golfer, "what time is the next trolley down to Turner's crossing?"
"Seven-two." answered the boy, unconcernedly, "Yah just missed the fivetwo. Run every two hours this time
of day."

d for supper and I promised the wife I'd make it today sure. Got to change twice on the trolley to where I live and then walk half a mile. What'll I say this time, what'll I say?"

Just then a benevolent voice from around the corner boomed up.

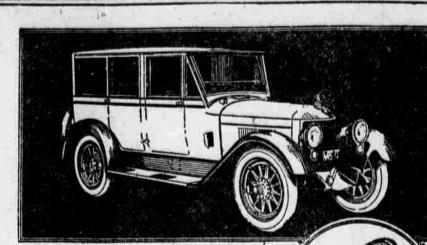
"Where do you live, Bill?"

"Pikesyllie, only six miles away from here, but it might us well be 600," moaned Bill.

mouned Bill.

"Why don't you hop in my car and come home with me?" sweetly urged the benevolent one. "I live just be-

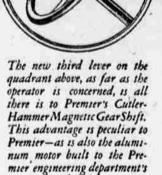
get there, and you can only play four-teen holes because the train comes back so early, unless you stay out and miss supper, and you think of all the walking and lugging and waiting and you wished you had a car of your own so you could be independent and could play golf the



Premier Model 6-D Seven-Passenger Closed Car

THIS new aluminumized Premier is presented in direct competition with the finer type of European car on the assumption that it is more correct in point of engineering, more efficient in operation, more elegantly simple in its appointments, more appealingly beautiful and more socially distinctive.

Finally, from a strictly monetary standpoint, it is a far better buy - Premier, completely equipped, sells for less than the price of a European chassis alone.



own patented design.

Space No. 35 at **AUTOMOBILE** SHOW

B. L. P. MOTOR CO., Inc. Broad Street at Spring Garden

INDIANAPOLIS .... U SA



# La Caro



# That Bump—The New Triplex Springs Take Away Its Jar

THE wonderful three-point suspension Triplex Springs of the new Overland 4 Four-Door Sedan mark the greatest riding improvement since the introduction of pneumatic tires.

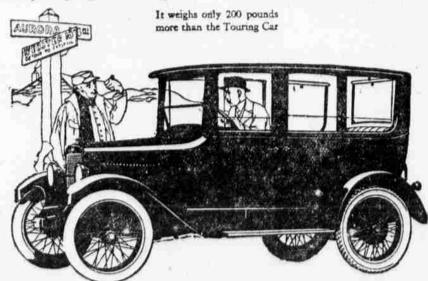
These springs are diagonally attached at the extreme ends of a 130-inch Springbase. They give Overland 4 with 100-inch wheelbase the steadiness and smoothness of riding which long wheelbase and heavy weight give the large car

They smooth out road roughness. They take up the jolts and rebounds.

Overland 4's light weight and efficiency make it surprisingly economical of fuel and oil.

In completeness and quality of equipment, including Auto-Lite starting and lighting, this greater-comfort car ranks with higher-priced cars.

Come and see for yourself how it rides on rough roads.



Overland 4 Touring, \$945; Roadster, \$945; Coupe, \$1525; Sedan, \$1575

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Our intention to maintain a dependable and reasonable repair service for Philadelphia motorists has met with whole-hearted support from all sides. Our policy, which eliminates excess charges, incompetent workmanship, delays and other disagreeable features of the average service, has made every one of our customers a real enthusiast.

It's a big satisfaction for car owners to feel that they can leave their cars to the care of experts, and know that when repairs are made they are not only made right, but guaranteed.

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